

# Our Army at War =



## ***Be SAFE!***



### ***Make it Home! Wherever you are!***

***Risk Management... It's Personal***

BG Joseph A. Smith  
Director of Army Safety  
334-255-2029



**FY03**

**255**

# **Army Military Fatalities**

**\$521 + Million\***

**\*Captured Costs**



# Combat versus Accidents

## Combat Losses / Accidents

Spanish-American 15% / 85%

WWI 47% / 53%

WWII 43% / 56%

Korea 55% / 44%

Vietnam 45% / 54%

DS /DS 20% / 75%

OEF 48% / 51%

OIF 63% / 36%

Doing Better than Ever Before...But More Work to do!

# 30 Year Historic Trend



# Army Military Fatalities



**The Arrow Continues to go in the  
Wrong Direction**



# Total Army Versus OEF/OIF

(1 Oct 02 - 2 Feb 04)

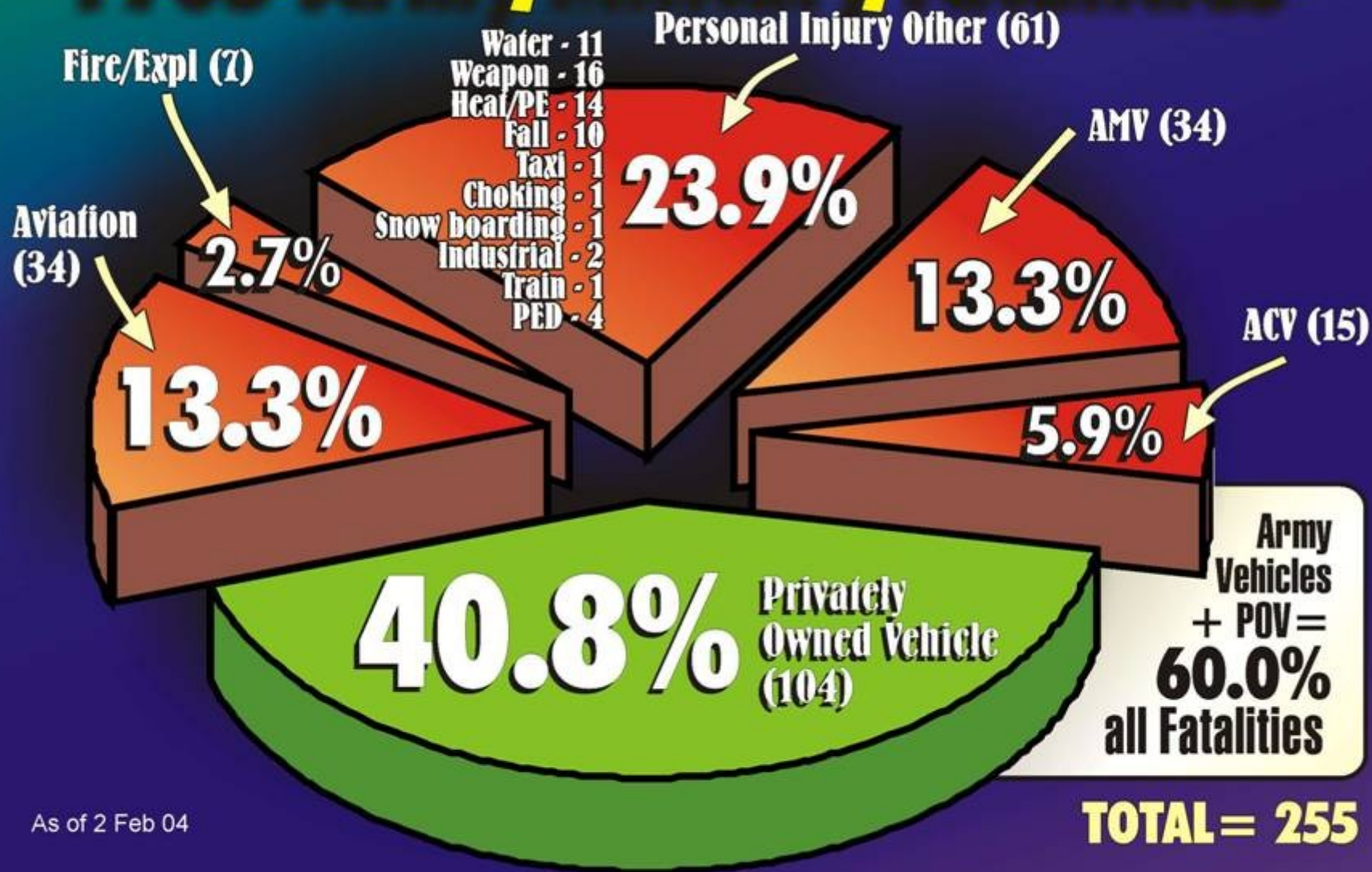
Reported Army Accidents	Fatal*	Class A	Class B	Reported Class C	Reported Class D	Total
<b>Aviation</b>	<b>38</b>	<b>41</b>	<b>30</b>	<b>91</b>	<b>58</b>	<b>220</b>
<b>Ground</b>	<b>294</b>	<b>327</b>	<b>107</b>	<b>1575</b>	<b>624</b>	<b>2633</b>
<b>Total</b>	<b>332</b>	<b>368</b>	<b>137</b>	<b>1666</b>	<b>682</b>	<b>2853</b>
OEF/OIF Accidents						
<b>Aviation</b>	<b>17</b>	<b>30</b>	<b>9</b>	<b>22</b>	<b>16</b>	<b>77</b>
<b>Ground</b>	<b>101</b>	<b>119</b>	<b>44</b>	<b>109</b>	<b>21</b>	<b>293</b>
<b>Total</b>	<b>118</b>	<b>149</b>	<b>53</b>	<b>131</b>	<b>37</b>	<b>370</b>
OEF/OIF Percentages						
<b>All Types</b>	<b>35.5</b>	<b>40.5</b>	<b>38.7</b>	<b>8.0</b>	<b>5.4</b>	<b>13.0</b>

\*Army Military Fatalities Only

**CENTCOM has 34.2% of Army Personnel**

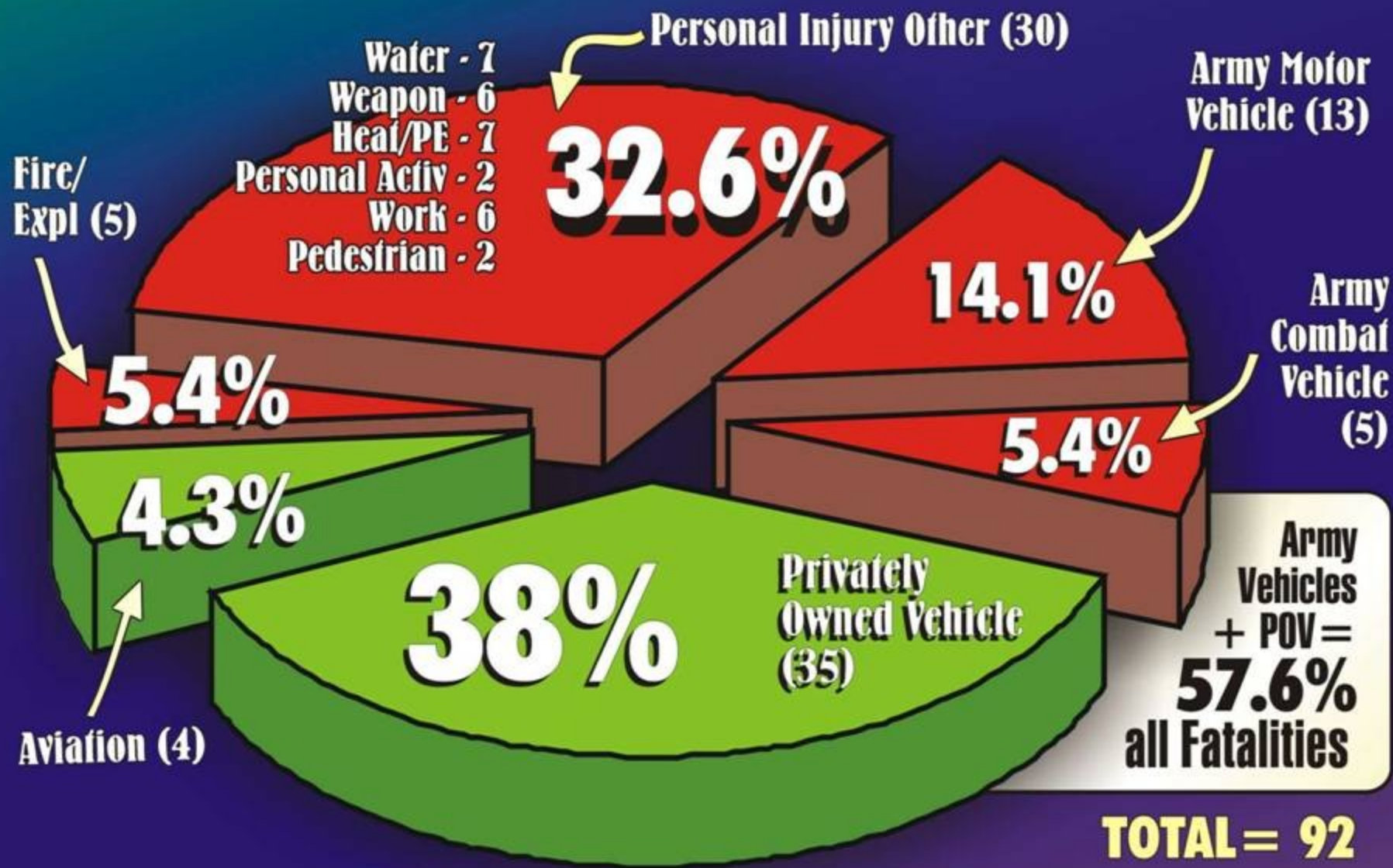


# FY03 Army Military Fatalities



**Focus On the Main Effort and Cover the Flanks!**

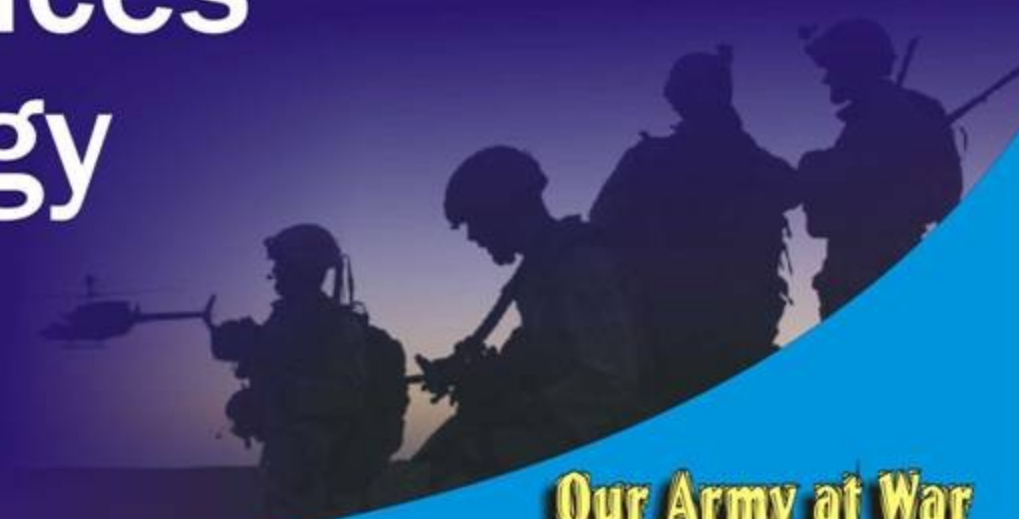
# FY04 Army Military Fatalities





# Campaign Plan Outline

- Mission
- Goals
- Audiences
- Strategy



**Our Army at War**  
*Make it Home!*



**Mission**  
**Save**  
**Soldiers**  
wherever  
they are.

**Our Army at War**  
***Make it Home!***



# Goal

**“The Secretary of Defense’s current goal is to reduce accidents by 50% in FY05 over the 2002 baseline. Components will continue safety initiatives to achieve a net decrease of 75% from this baseline by FY08.”**

DRAFT DoD STRATEGIC PLANNING GUIDANCE

**Our Army at War**  
*Make it Home!*

# Audiences

## INTERNAL



## EXTERNAL

-  American Public
-  Allies
-  Joint

**Strategic**

Congress

Allies

DoD

**Operational**

Joint

ARSTAFF/EOH

Defense Contractors

MACOMS

**Tactical**

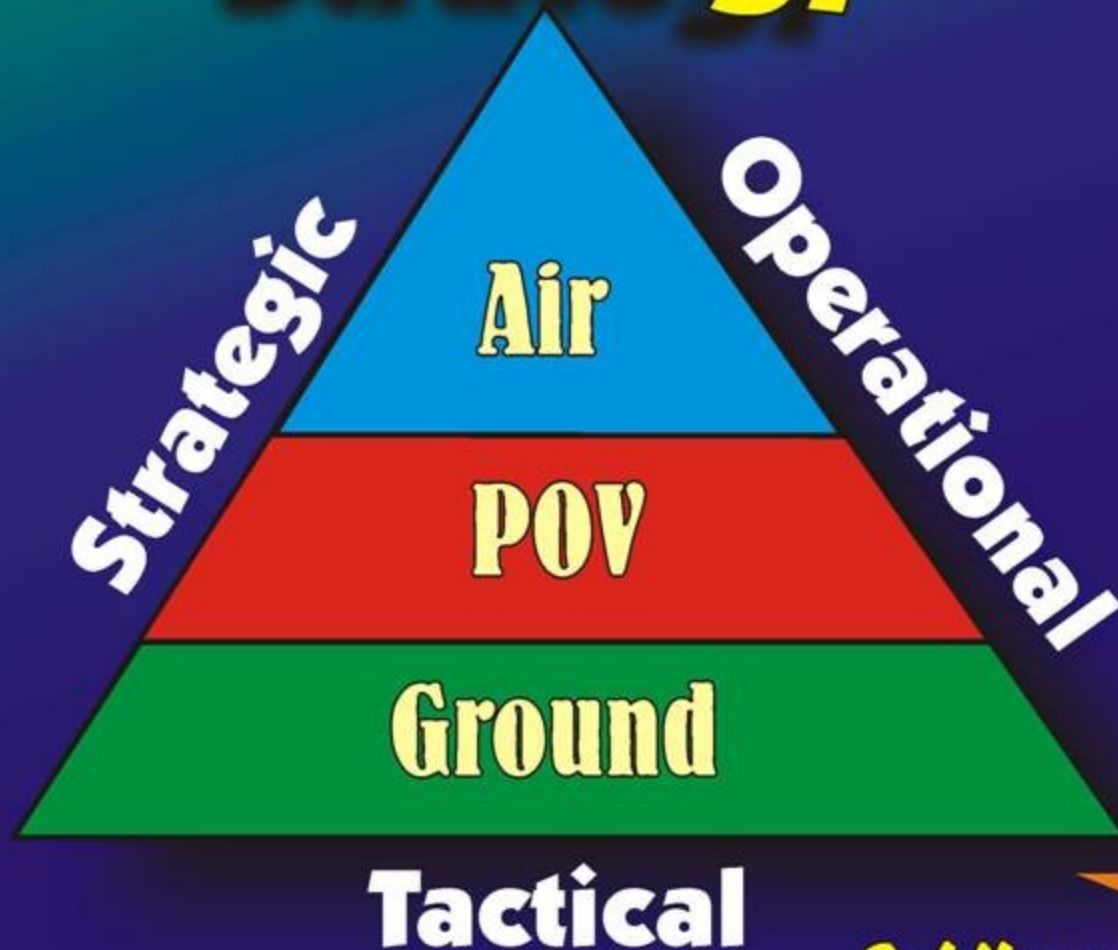
Family Members

Coalition Forces

Local Community



# Strategy



***Soldiers,  
Make it Home!***

***Leaders,  
Bring 'em Home!***



# Timeline

Publish  
OPORD

Sustain Leader Influence

2nd Qtr 03 3rd Qtr 03 4th Qtr 03 1st Qtr 04 2nd Qtr 04 3rd Qtr 04 4th Qtr 04 1st Qtr 05 2nd Qtr 05

Strategic

SECDEF  
Snowflake

Dr. Chu Memo

ASCP

2nd DSOC

1st DSOC

SA Tasker

Brief  
DAS & SA  
Brief SACC

3rd DSOC

IPR

ASCP

IPR

Brief ACC

CSA Safety  
Award  
at AUSA

IPR

Operational

POV CAI

Grd Assessments

Product Development

Safety Conf

ASMIS-1

JOPD/NCOPD

1st BCT Class

Cdrs Safety  
Course

Click It or  
Ticket

Operation  
Guardian Angel

NASCAR Movie

Deployment  
Video

Safety Conf

DASAF Safety  
Award  
at ASC

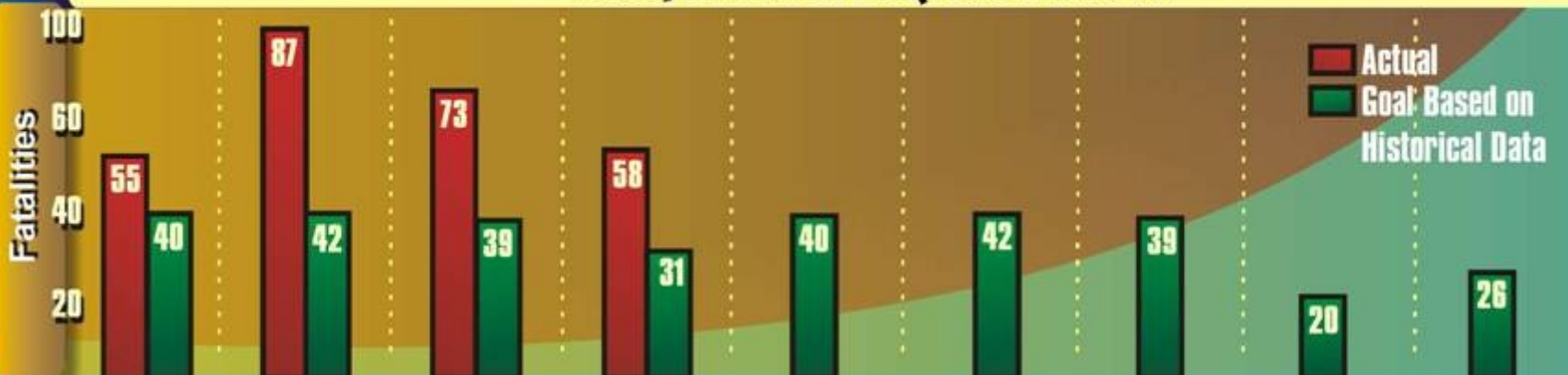
Tactical

OEF Phase IV

OIF I/II Rotation

Roll Out Campaign

Multiple MACOM Programs In Action





# Tools to Bridge the Gap

ASMIS-1  
POV - AIR - GROUND

Commander's Safety Course

Lessons Learned

Pockets  
of Excellence

Deployment Videos  
& PSAs

**"Cody Model"**

**Risk Management  
Band of Excellence**

Accidents Caused by  
Experience

**Gap**

**BRIDGING  
the  
GAP**

KNOWLEDGE LEVEL

EXPERIENCE LEVEL    TIME ON TASK





# The Challenge

**“Reduce the number of mishaps and accident rates by at least 50% in the next two years.”**

Secretary of Defense

- Lost Work Days?
- Dollar Costs?
- Fatalities?

**Our Army at WALK**  
**Save Soldiers Wherever They Are**  
**BE SAFE!**



# Our Army at War =

- Chain of Command & Leadership
- Standards & Discipline
- Enhanced Situational Awareness



**Be SAFE!**

# BACK-UPS



# Numbers/Statistics/Normalization

- **PERSONNEL:**
  - 34% of Army personnel deployed to CENTCOM
  - 35% of Army's fatalities
- **AVIATION (UH-60 OIF: Source PEO-AVN as of 15 Jan 04):**
  - 21% (333 aircraft ) of the total Army fleet (1571 aircraft)
  - 2 times the peacetime OPTempo (hours flown/acft available)
  - 6 (50%) of Army's Class A accidents from 1 Oct 02 – 15 Jan 04: if at the same rate as the rest of the army, expect only 3 accidents over the same period.
- **VEHICLES (OIF):**
  - 12% of Army's Wheeled vehicles
  - 7.5 times the peacetime OPTempo
  - 42 (85%) of Army AMV Accidents – if at the same rate as the rest of the army, expect about 53 accidents.
- **Conclusion: The numbers and rates in OIF are higher than the rest of the Army, but we could expect more ground accidents and fatalities.**

# Sync Matrix

	JAN	FEB	MAR	APR	MAY
<b>DASAF</b>	Leverage web-based technology - Army Homepage campaign notice linked to Safety Center page (Ongoing)				
	DASAF Tools: RMIS, ASMIS-1, multimedia products (FlightFax/Countermeasure, videos, etc.) (Ongoing)				
<b>OCPA</b>	Initial contact with AAFES & MWR for support (30 Jan 04)				
	Contact Harley Davidson for their support (30 Jan 04)				
	Initial contact with NASCAR (30 Jan 04)				
	Coordinate TAG shoot (Jan 04)				
		Possible involvement of PR firm (9 Feb 04)			
		TAGs to Safety Center (7 Feb 04)			
		Contact professional magazines, journals & periodicals (9 Feb 04)			
		Coordinate with the Golden Knights (27 Feb 04)			
		Coordinate article for publication in Soldiers Magazine (5M) (Feb 04)			
			Designated "SLOGAN" Day (20 Mar 04)	Publish slogan and program highlights in Soldiers Magazine (Apr 04, quarterly)	
<b>ASA</b>		Installation/SRTV/ABS Announcement/ Story article posted to ARNEWS, Greentop & Installation newspapers (10 Feb 04)			
		Campaign prominence on AKO, AFN, AFRTS, etc. (Mar 04)			
	Maximize use of existing communication tools and PAO structure (Ongoing)		Targeted media blitz (Mar 04)		
<b>USASC</b>	Input to Synchronization Matrix (30 Jan 04)				
		Draft OPOD (4 Feb 04)			
<b>AVIC</b>		Obtain SMA as champion for Safety (4 Feb 04)			
		Prepare campaign products: poster, banner, bumper sticker, CD with video products & briefing template for use by leaders throughout the Army (6 Feb 04)			
		Bumper Stickers & CD ROMs delivered to Carlisle (7 Feb 04)			
		Brief to SACC (10 Feb 04)			
<b>EOH</b>		Final OPOD to G3 (13 Feb 04)			
<b>G3</b>		Shoot TAG (4 Feb 04)			
		Info paper to CSA (9 Feb 04)			
		Publish OPOD (18 Feb 04)			
<b>STRATCOM</b>			Risk Management Survey on AKO (End Mar/early Apr 04)		
		CENTCOM Buy-in (Feb 04)			
		Published on SALP (Feb 04)			
<b>OCLL</b>		Engage Congress (Feb 04)			
<b>TRADOC</b>					
<b>CDR</b>	Commanders Safety Course (Versions 1.0 fielded) (Jan 04)				
	Accountability (Ongoing)				
	Communicate expectations (Ongoing)				
	Enforce Standards (Ongoing)				
	POV tool box (Ongoing)				
	Commander's quarterly risk assessments (Ongoing)				
	NCOPD/JOPD (Ongoing)				



# Sync Matrix

	JUN	JUL	AUG	SEP	OCT
DASAF	Leverage web-based technology - - Army Homepage campaign notice linked to Safety Center page (Ongoing) DASAF Tools: RMIS, ASMIS-1, multimedia products (FlightFax/Countermeasure, videos, etc.) (Ongoing)				
OCPA					
	Publish slogan and program highlights in Soldiers Magazine (Quarterly)				
	Prepare Hot Topics insert (2 Jun 04)				
			Publish Hot Topics insert (Aug 04)		
	Maximize use of existing communication tools and PAO structure (Ongoing)				
ASA					
USASC					
AVIC					
EOH					
G3		Risk Management in SRS (Jul 04)			
STRATCOM					
OCLL					
TRADOC		Commanders Safety Course (Versions 2.0 Beta) (Jul 04)			
CDR	Accountability (Ongoing)				
	Communicate expectations (Ongoing)				
	Enforce Standards (Ongoing)				
	POV tool box (Ongoing)				
	Commander's quarterly risk assessments (Ongoing)				
	NCOPD/JOPD (Ongoing)				

# Assessment

## Strategic

	YES	NO	%	LEAD
Publish OPORD				G-3
Risk Management in SRS				G-3
Presented at SACC				EOH
SMA Champion				SMA
Published on SALP				STRATCOM
Engage Congress				OCLL
CENTCOM Buy-In				STRATCOM
Engage National Media				OCPA

**End state: Provide relevant & ready  
Land Power capability to the combatant  
commander, as part of the joint team**

**Fatalities**

**FY02**

**1st  
Qtr  
FY04**



# Assessment

## Operational

	YES	NO	%	LEAD
DASAF Tools: RMIS, ASMIS-1, multimedia products (FlightFax/Countermeasure, videos, etc)				DASAF
Soldiers' Magazine Hot Topic (slogan & program highlights April 04 then quarterly)				OCPA
Campaign prominence on AKO, AFN, AFRTS, etc.				OCPA
Maximize use of existing communication tools and PAO structure				OCPA
Leverage web-based technology				DASAF
Risk Management Survey AKO				STRATCOM

**End state: Provide relevant & ready Land Power capability to the combatant commander, as part of the joint team**

**Fatalities**

**FY02**

**1st  
Qtr  
FY04**

# Assessment

## Tactical

	YES	NO	%	LEAD
Targeted media blitz				OCPA
Accountability				CDR
Communicate expectations				CDR
Enforce standards				CDR
POV tool box				CDR
Commander's quarterly risk assessments				CDR
Commander's Safety Course (Versions I & II)				TRADOC
NCOPD/JOPD				CDR

End state: Provide relevant & ready Land Power capability to the combatant commander. as part of the joint team

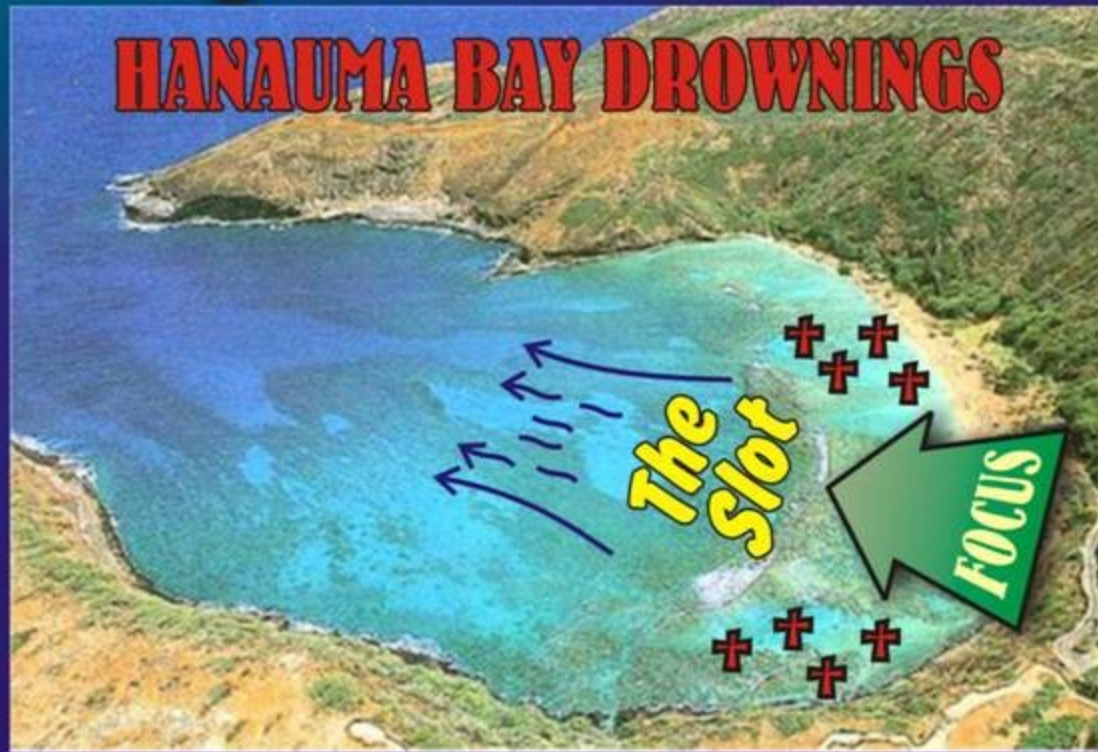
Fatalities

FY02

1st  
Qtr  
FY03



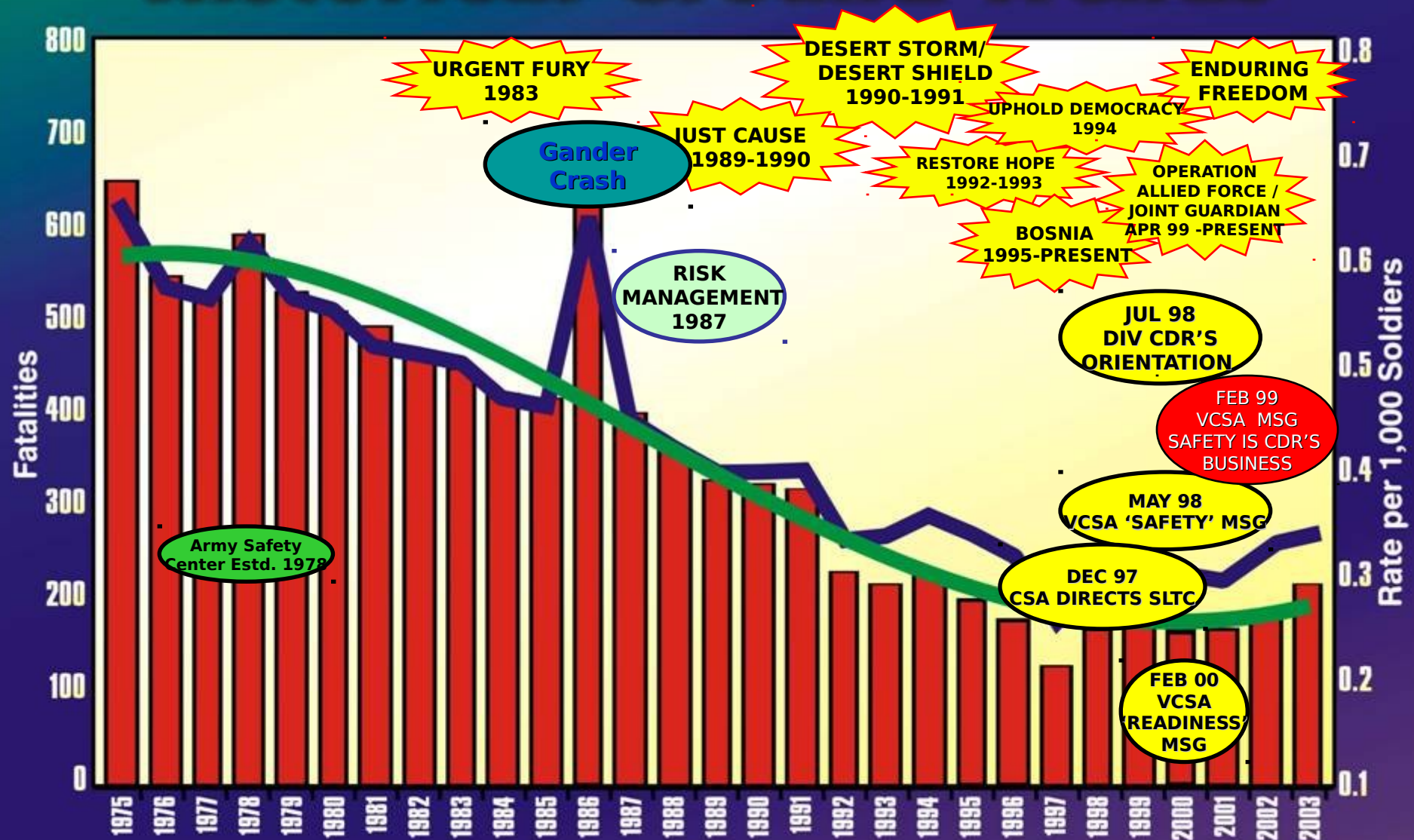
# Peripheral Vision



- Attention solves problems
- Problem identification is key
- Must expand peripheral vision
- Sustainment is a challenge

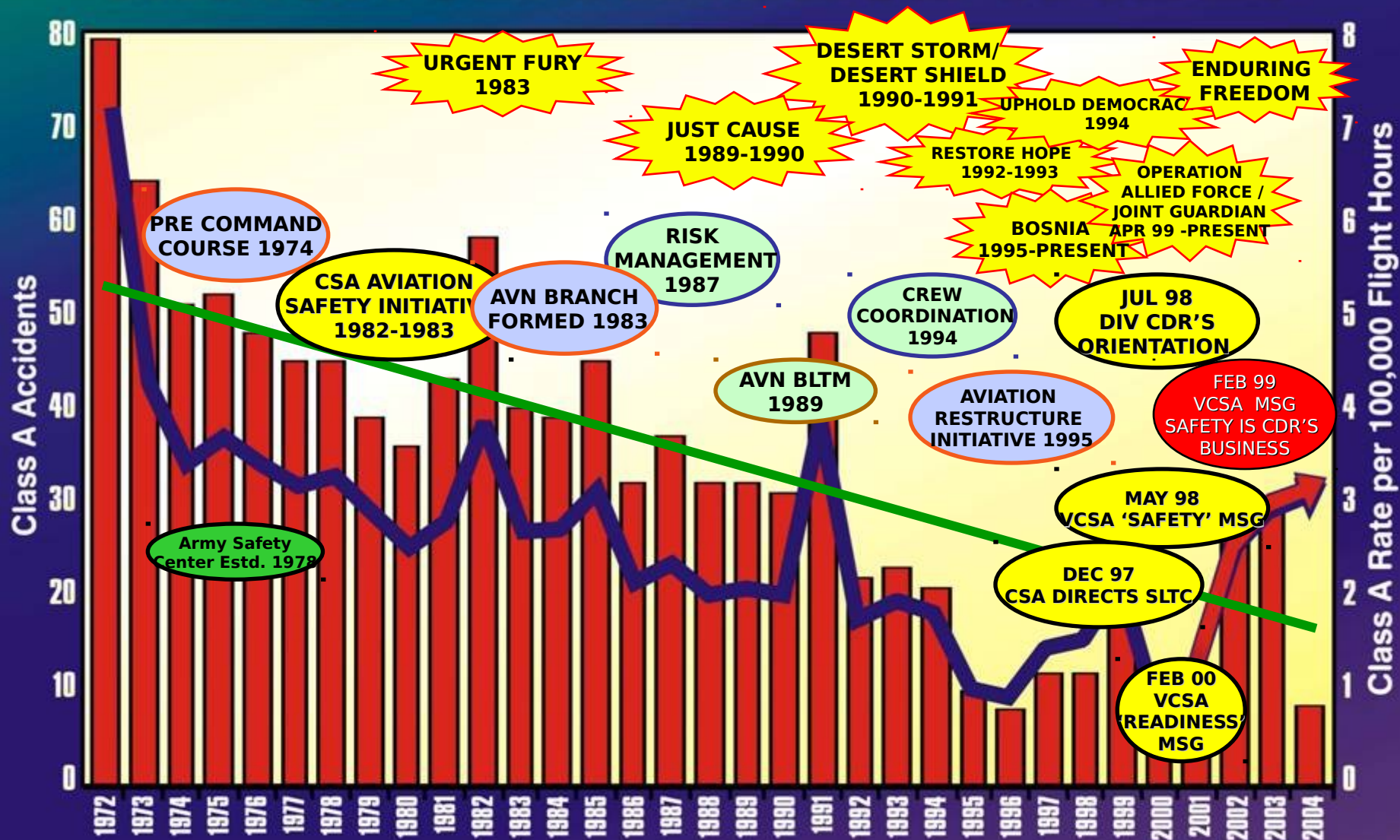
**"Our Army at war -  
a war unlike any we  
have experienced in  
our history."**

# Historical Ground Trends

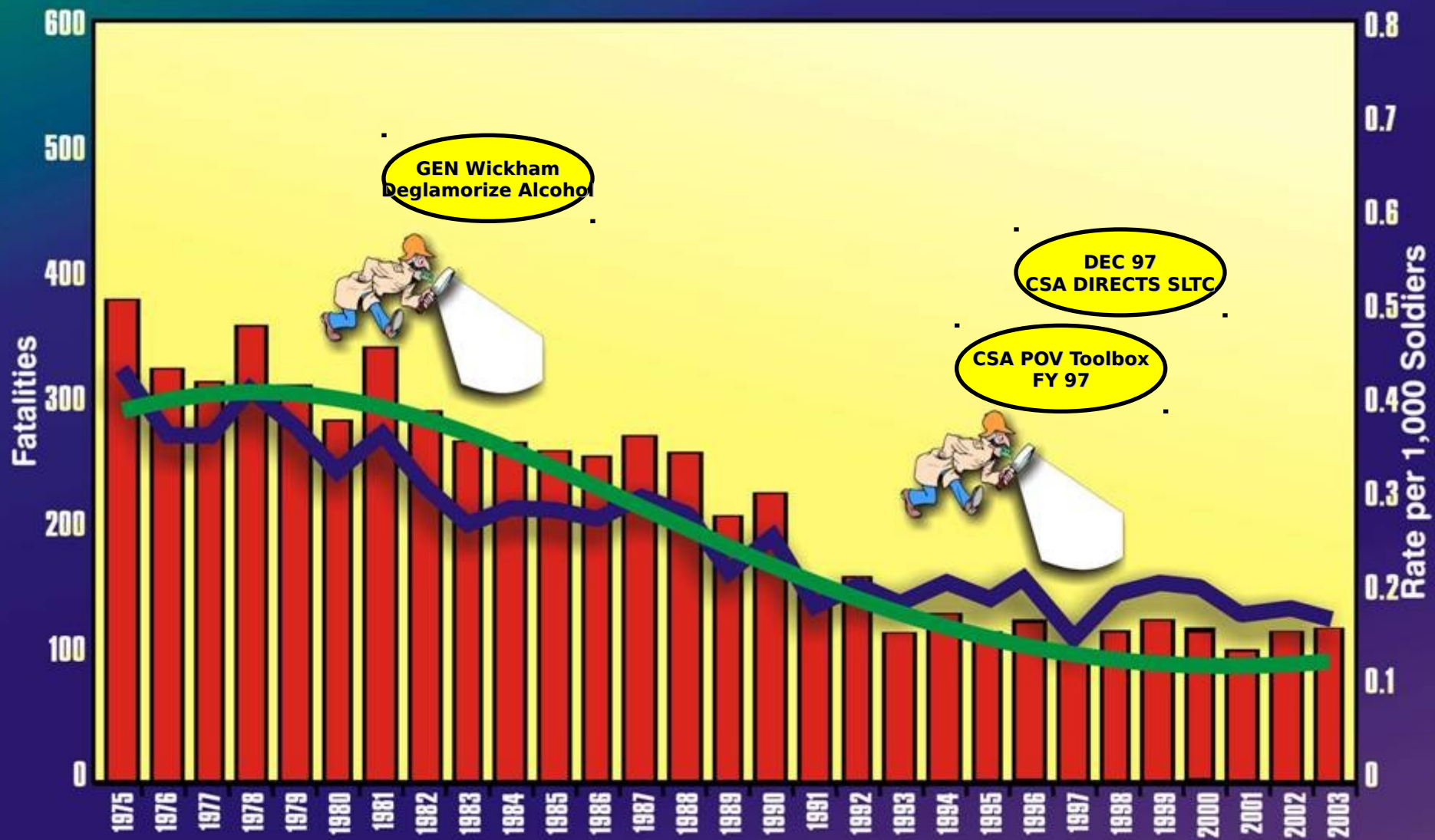




# Historical Aviation Trends



# Historical POV Trends





# Risk Management "3 Deep"

**Sergeant's  
Time Training**



**Requires  
Multi-Level  
Leader  
Involvement**

**Company  
Battle Drill**



# Initiatives Coming Your Way

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## POV Centralized Accident Investigation

- USASC has traditionally done Aviation CAIs, added Ground in FY83, now adding POV
- Achieve >50% reduction of POV accidents by FY05, & sustain indefinitely
- Develop an assessment program that will identify high-risk groups, activities, units & environments to facilitate >50% reduction
- Conduct investigation of accident environment to provide real-time feedback mechanism for units & Army to adjust accident prevention efforts accordingly
- Capture Army "Best Practices" to facilitate success
- First Installation-Fort Lewis, WA



# Objective

- Focus on the Soldier - Wherever they are!
- Expand the Army's Peripheral Vision
  - Operational Environment
    - Air
    - Ground
    - POV
- Communicate
  - Concept of "Slot" & Peripheral Vision
  - Risk MGT "3 Deep"
  - Targeted To Audience

***> Reduce by 50%***

**Our Army at War**  
*Make it Home!*

# Objectives

## FUNCTIONAL

Implement systems/tools that enable soldiers to reduce accidents in —

- Air
  - ASMIS-1
  - Aircrew coordination
  - ASIST
  
- Ground
  - Rollover prevention
  - Drivers Training
  - Negligent weapon discharges
  
- POV
  - ASMIS-1
  - Multimedia products
  - IMA funding accident avoidance & motorcycle training

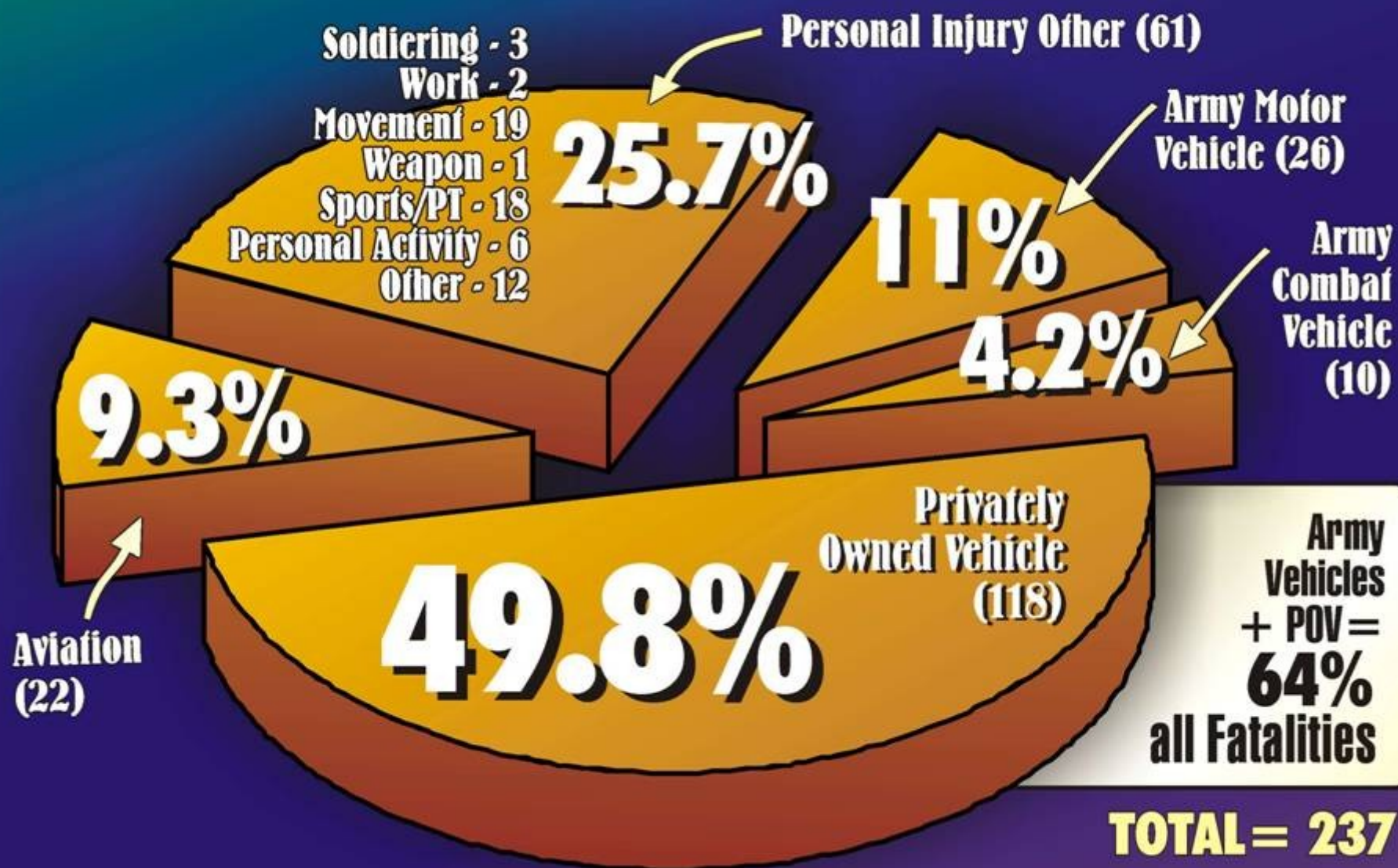
## COMMUNICATIVE

- ✓ Communicate the need to prevent accidents
  
- ✓ Foster an attitude across the Army that instills an appreciation for the role risk management plays in:
  - Mission accomplishment
  - Resource preservation
  - OPTEMPO
  - Force rotation timelines
  - Victory in the GWOT

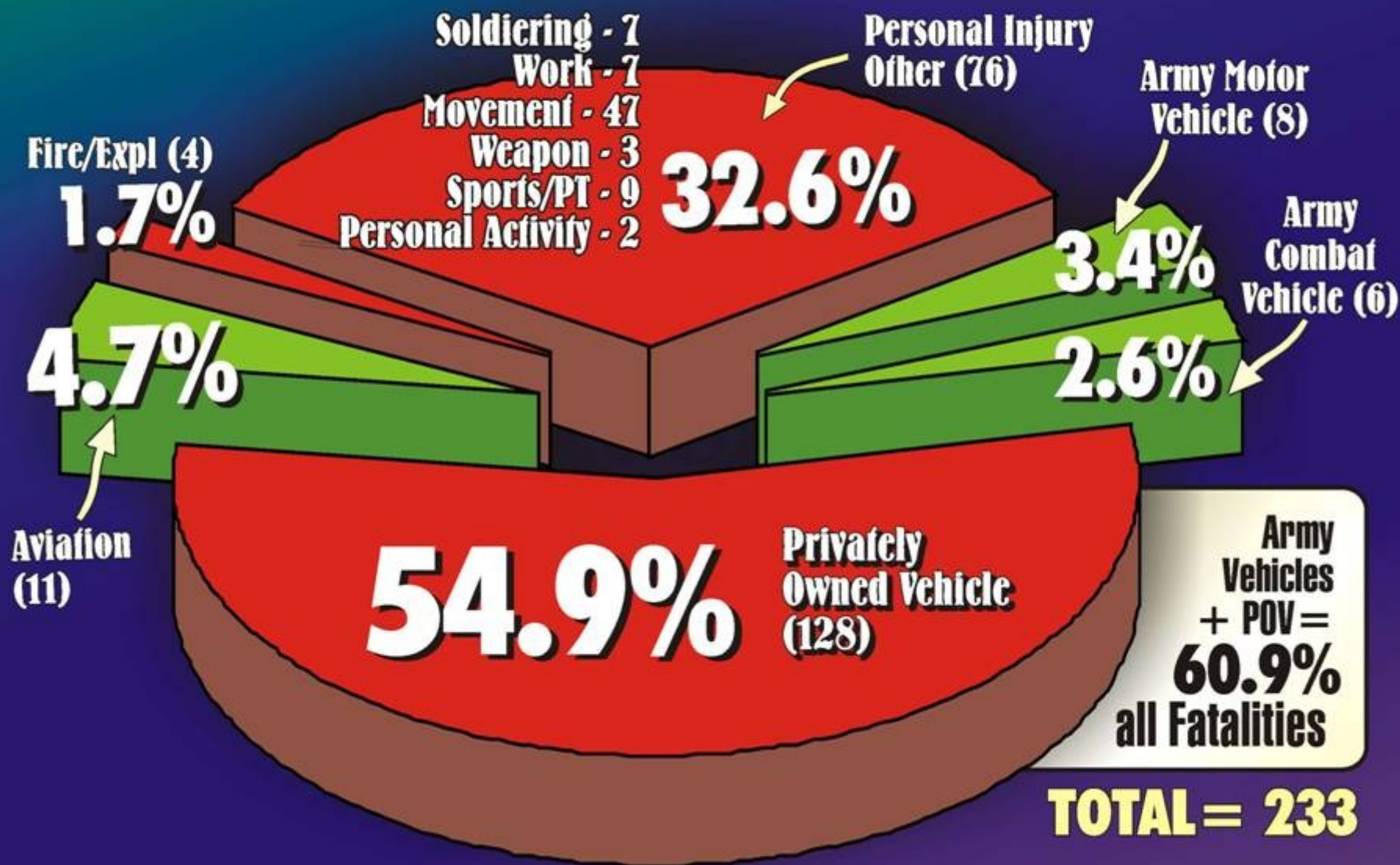
**Our Army at War**  
*Make it Home!*



# FY93 Army Military Fatalities

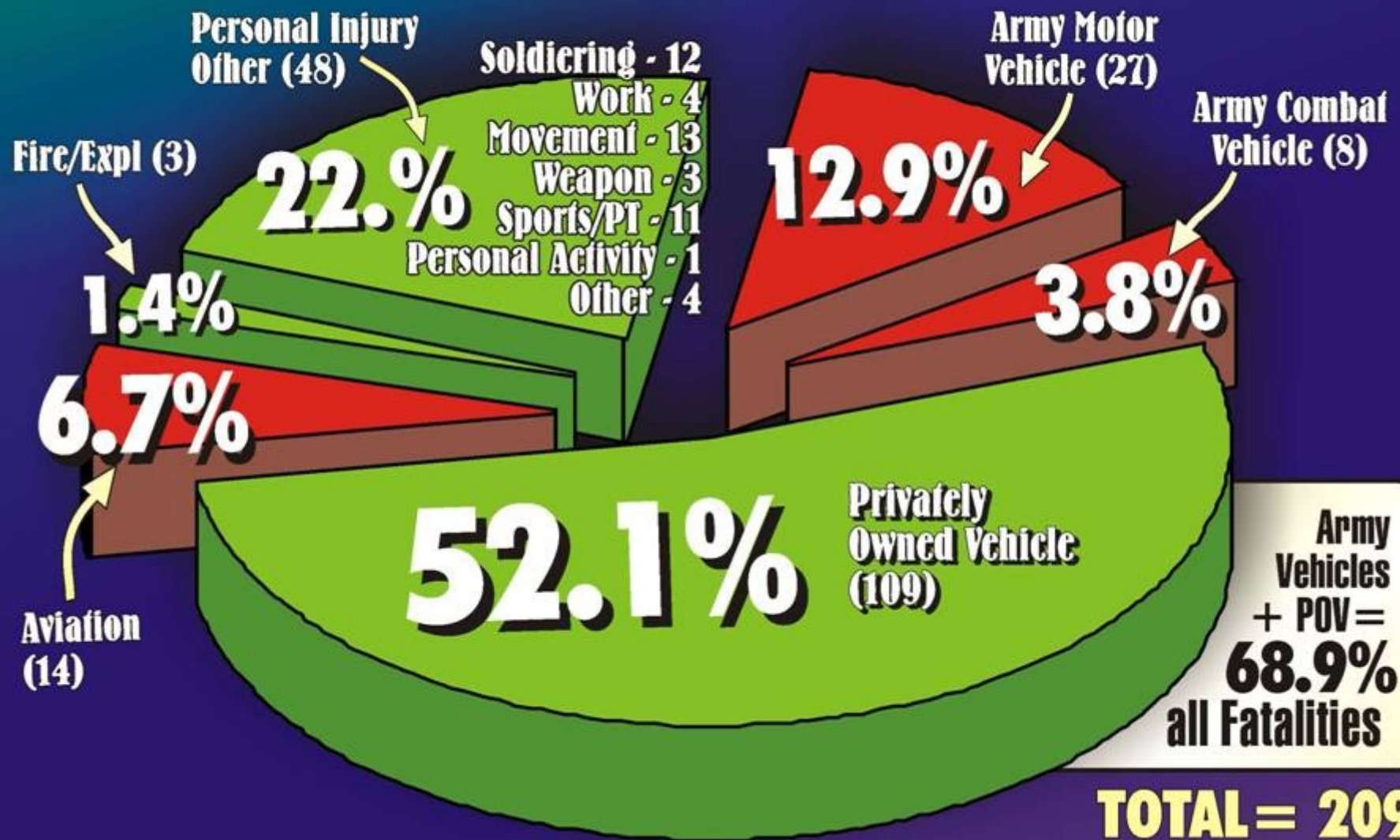


# FY94 Army Military Fatalities

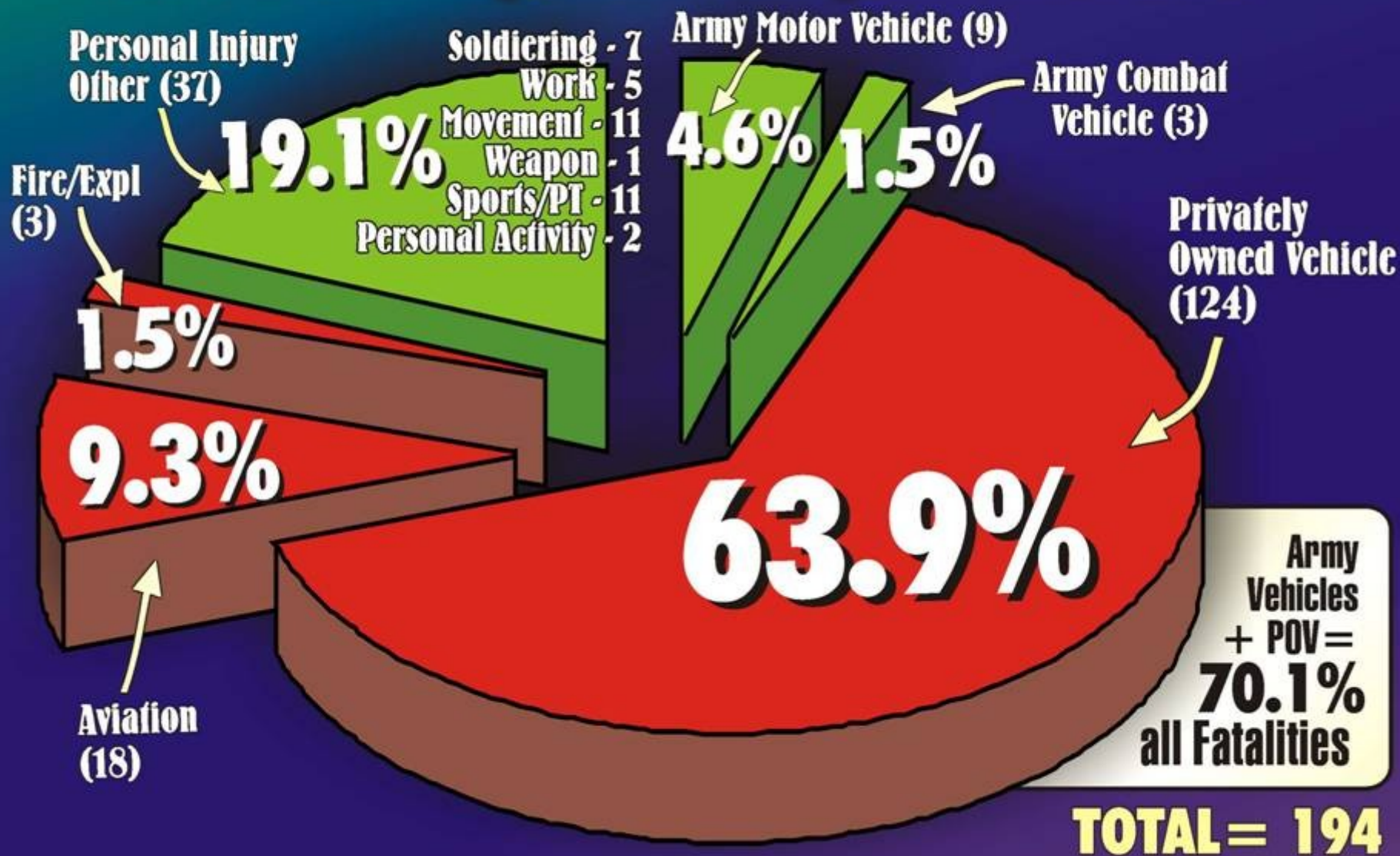




# FY95 Army Military Fatalities

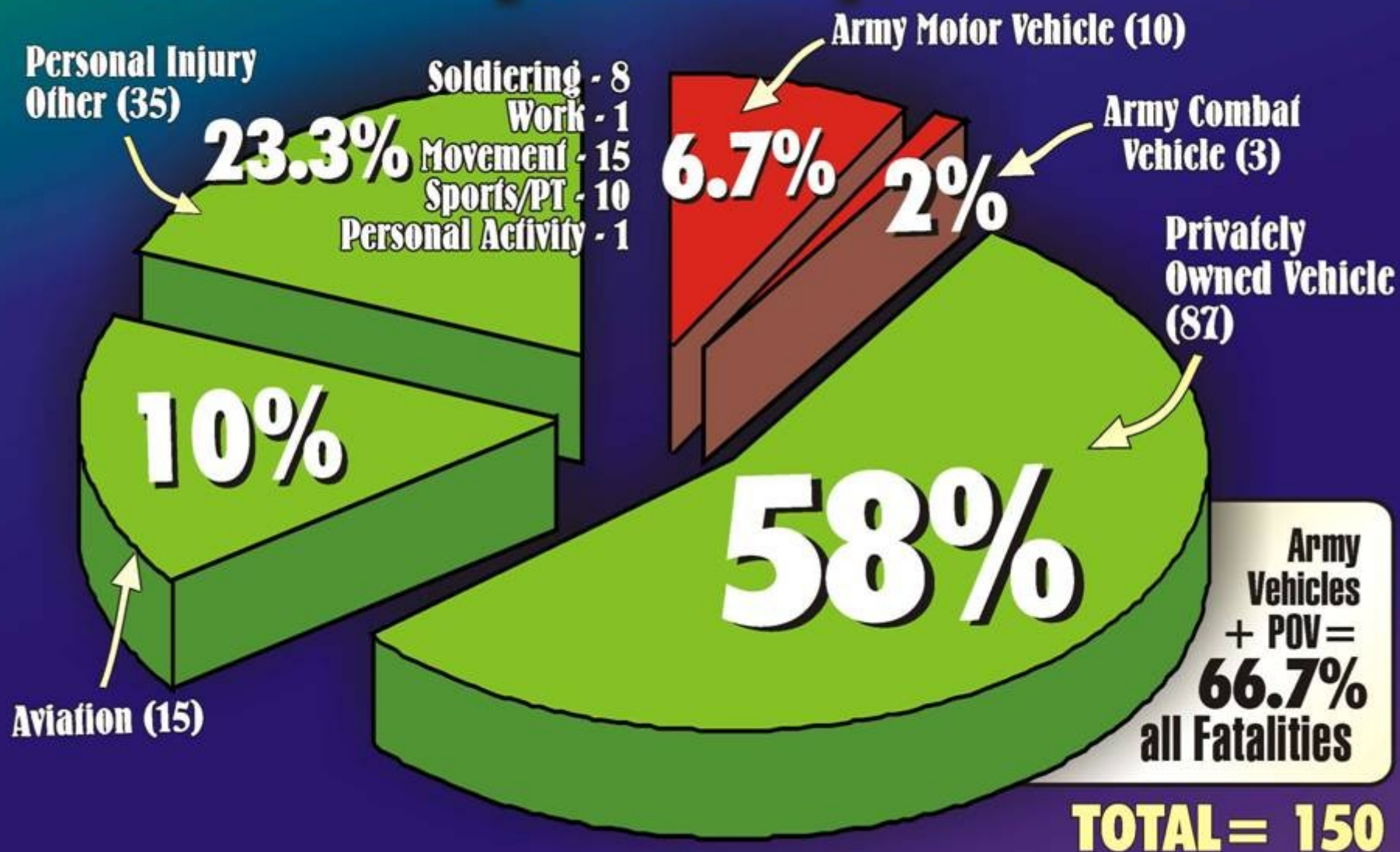


# FY96 Army Military Fatalities

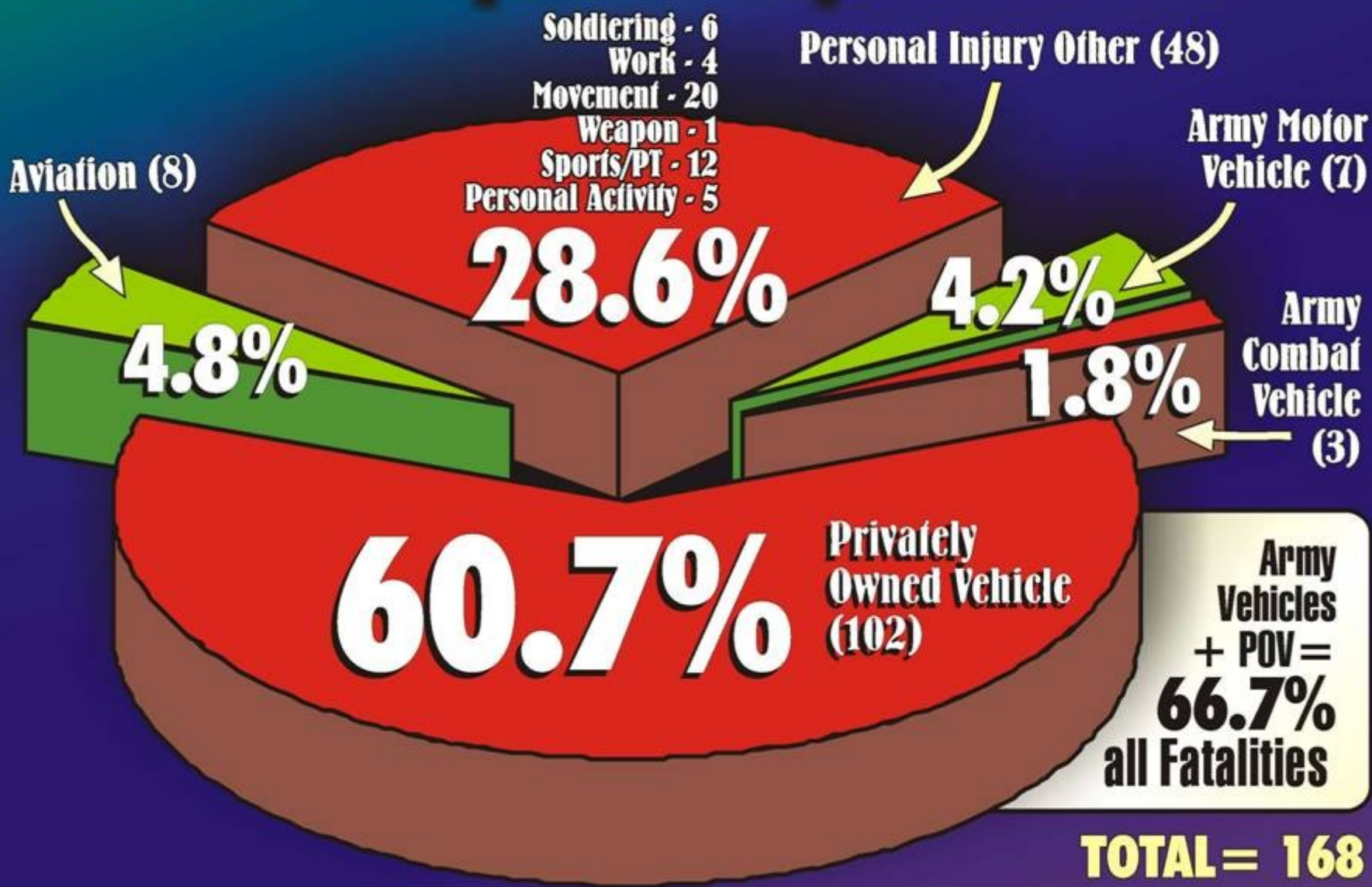




# FY97 Army Military Fatalities

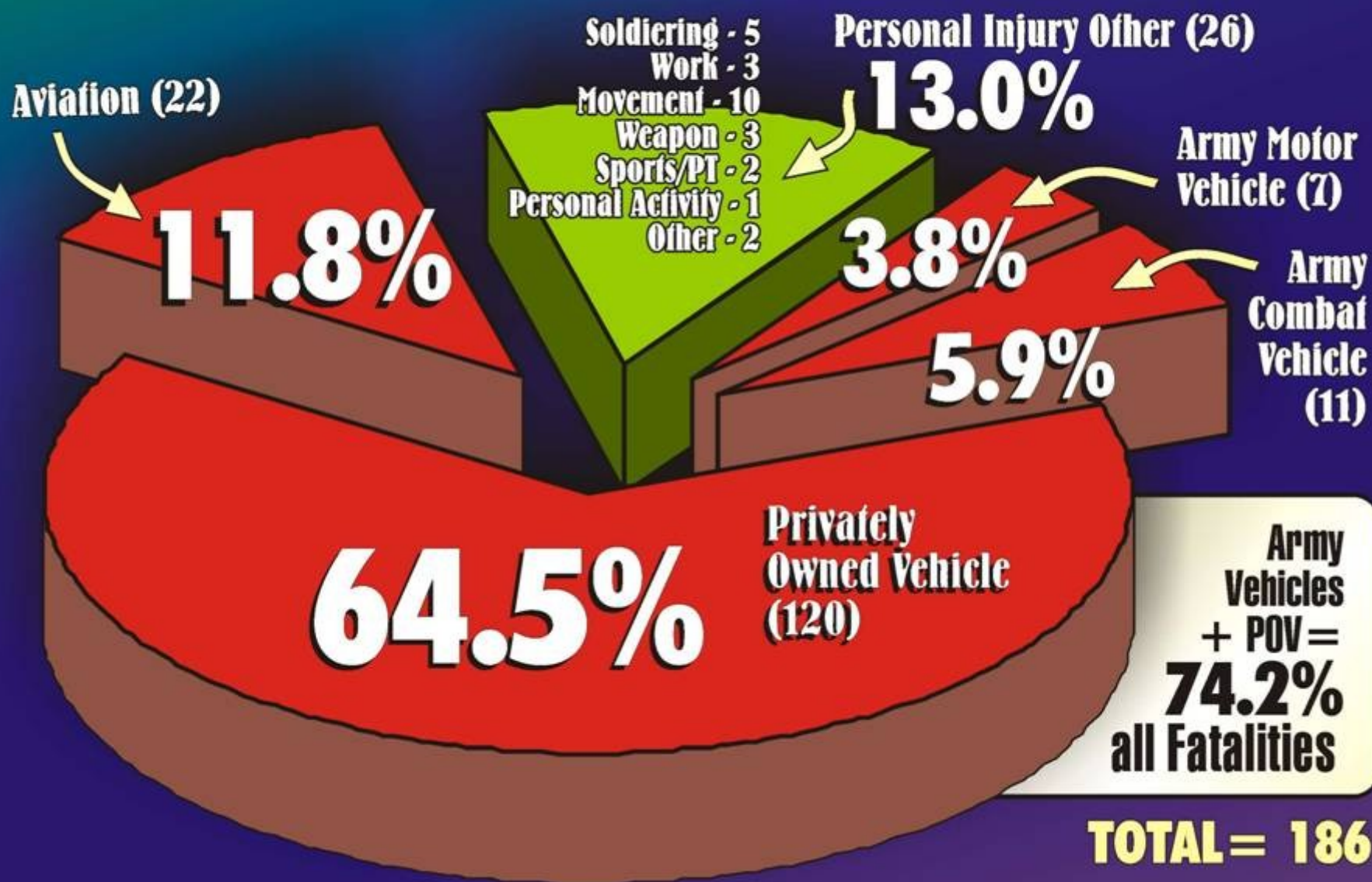


# FY98 Army Military Fatalities

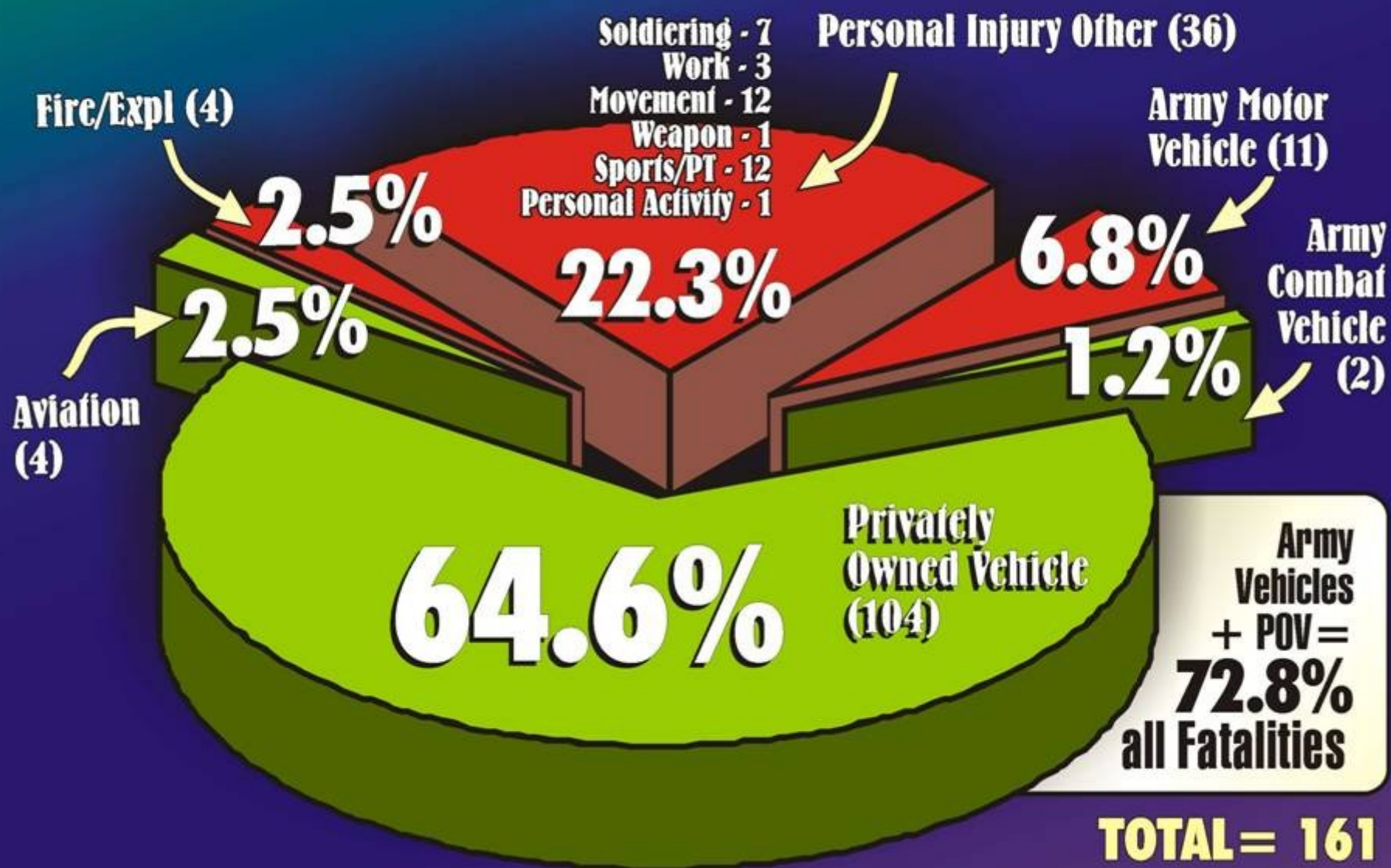




# FY99 Army Military Fatalities

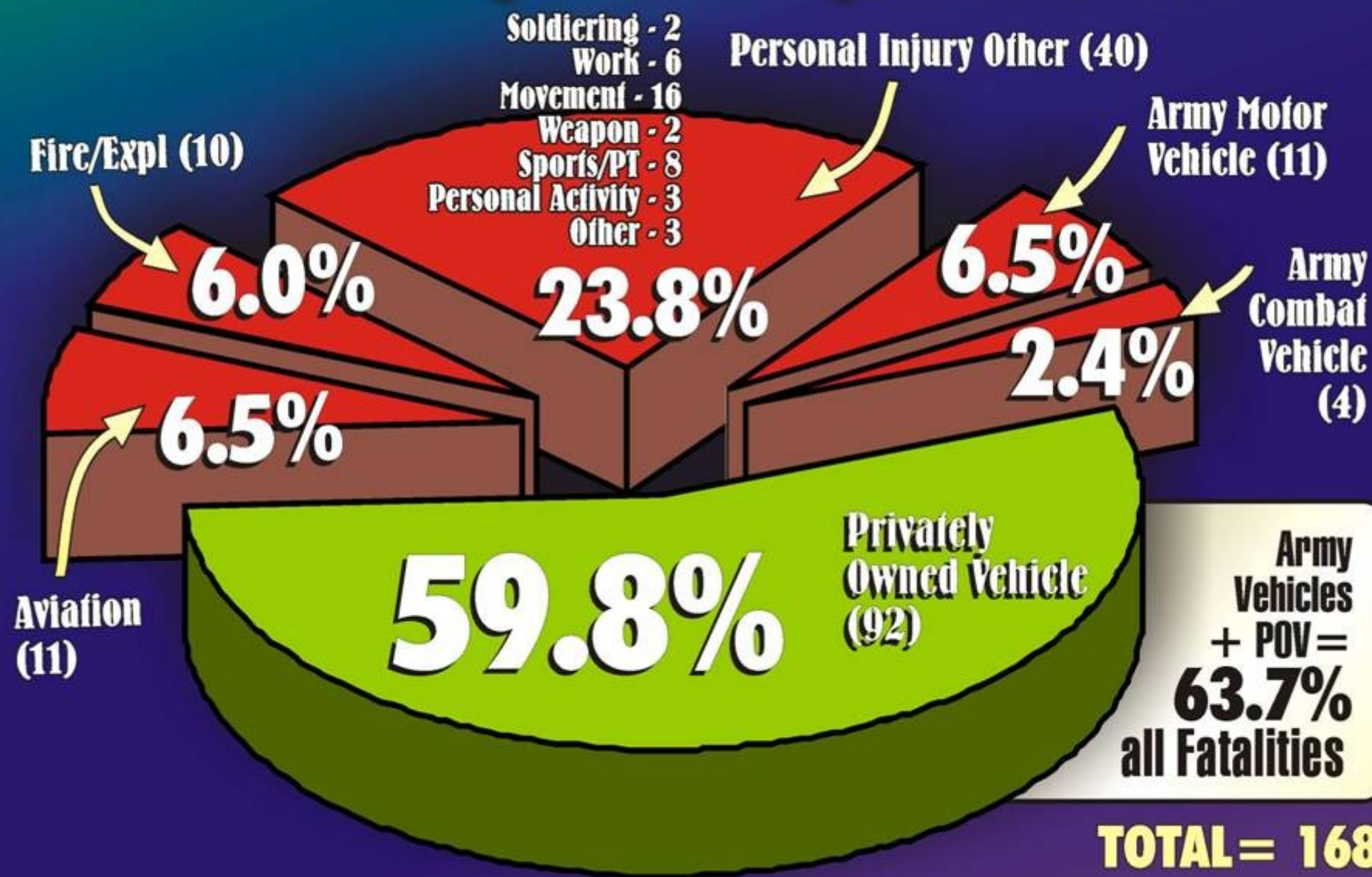


# FY00 Army Military Fatalities

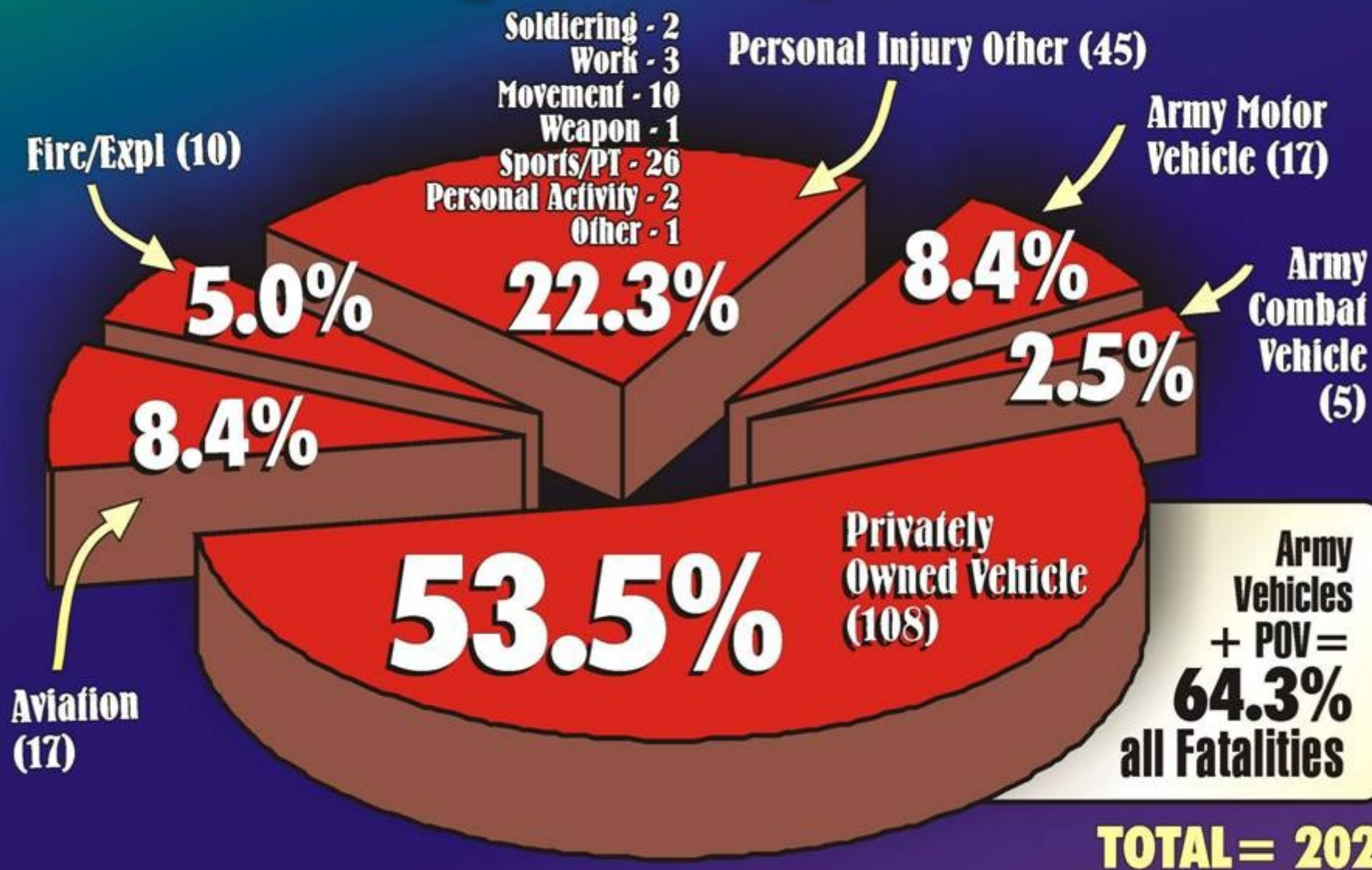




# FY01 Army Military Fatalities



# FY02 Army Military Fatalities





# Percent of all Army Military Fatalities

